

REMARKS-General

1. The claims 1, and 33-39 are amended to be of sufficient clarity and detail to enable a person of average skill in the art to make and use the instant invention, so as to be pursuant to 35 USC 112. No new matter has been included.

Regarding to Rejection of Claims 1-4, 10-11, 16-17, 25-26, 33-34, 39-40 under 35USC102

2. Pursuant to 35 U.S.C. 102, "a person shall be entitled to a patent unless:
 - (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the Untied States only if the international application designated the United States and was published ender Article 21(2) of such treaty in the English language."
3. In view of 35 U.S.C. 102(e), it is apparent that a person shall not be entitled to a patent when his or her invention was described in an application patent which is published under section 122(b) by another filed in the United States before the invention by the applicant for patent.
4. However, Dukask et al and the instant invention are not the same invention according to the fact that each of the independent claims 1, 4, 10, 15, 17, 39, 71, 72, 84, 92, 97, and 99 of Dukask et al, which specifically claims displaying of visible electronic information on a **moving vehicle and sensing geographical location of the vehicle**, does not read upon the instant invention and the independent claims 1 and 39 of the instant invention does not read upon Dukask et al too because of the fact that the instant invention is for stationary electronic poster. In addition, Dukask et al fails to anticipate the following distinctive features as claimed in claims 1-4, 10, 11, 16, 17, 25, 26, 33, 34, 39, and 40 of the instant invention:

(i) monitoring target customers including whether the target customers is attracted by the recorded poster or how the target customers react with the recorded poster at each of the stationary electronic posters through the public network in live time manner (as claimed in claim 1);

(ii) sending back a feedback of responses of the target customers and posting stage instantly to the regional control center and the central control system through the public network (as claimed in claim 1); and

(iii) a monitor device being installed adjacent to each of the electronic posters for monitoring the responses of the target customers at each of the electronic posters in live time manner to send the feedback of the responses and the posting stage instantly to the regional control center and the central control system through the public network (as claimed in claims 33-39).

5. Dukask et al merely anticipates (pages 8- 9) "an audience characterization, sensors... are used to obtain information from the vicinity of a given display and using electronics to characterize information received from sensor." The instant invention provides a monitor device installed adjacent to each of the electronic posters for monitoring the target customers including whether the target customers is attracted by the recorded poster or how the target customers react with the recorded poster at each of the electronic posters in live time manner. Therefore, the feedback and the posting stage can be determined through the monitor device to help the respective regional control center to collect the customer information, such as the "foot traffic", within the regional territory. In other words, the feedback is used as the important survey to target the customer at the electronic poster so as to provide the suggested schedule and reference for different categories of services and products by each of the regional control centers to the central control system to post advertisements thereof in different time period a day in each of the electronic posters within the regional territory.

6. In addition, Dukask et al merely suggests the database is stored in the moving vehicle such that the schedule of the display is saved in the computer installed into the moving vehicle. However, the electronic poster of the instant invention forms as a display screen to only display the recorded poster content scheduled from the respective regional control center. Therefore, the regional control center can fully control the

performance of the recorded poster content at each of the electronic posters so as to enhance the reliability of the centralized control of the regional control center.

7. In view of above, Dukask et al fails to anticipate the instant invention as claimed in 1-4, 10, 11, 16, 17, 25, 26, 33, 34, 39, and 40 of the instant invention. The applicant believes that for all of the foregoing reasons, the claims are in condition for allowance and such action is respectfully requested.

Response to Rejection of Claims 7-9, 12-15, 18-24, 27-32, 35-38 under 35USC103

8. In view of above, the independent claim 1 as amended of the instant invention is allowable over Dukask et al because Dukask et al fails to suggest or anticipate the above distinctive features (i)-(iii) of the instant invention. The Examiner rejected claims 7-9, 12-15, 18-24, 27-32, 35-38 over Dukask et al and rejected claims 5 and 6 over Dukask et al in view of Rakavy et al. The applicant respectfully submits that since claims 7-9, 12-15, 18-24, 27-32, and 35-38 are dependent on claim 1, these claims become allowable when claim 1 as amended is allowable over Dukask.

9. In page 9, Dukask et al merely teaches "the database stores audience characteristics which vary both as function of location and time and the selection of when a given display is to show a message is a function of the audience characteristics stored in the database for a time corresponding to the time of the potential showing and for the location of the given display." Since Dukask et al provides a display of visible electronic information on a **moving vehicle**, the database of audience characteristics must be obtained in some ways. For example, the e-commerce site must do survey within the location in order to schedule the time for displaying the electronic information. However, the instant invention displays the recorded poster content in each of the stationary electronic posters and collects the feedback in live time manner such that the regional control center is able to collect the effective feedback since the customers physically stop at or pass by the stationary electronic poster to read the recorded poster content. Even the moving vehicle can be stationary when stuck in traffic, when at stoplights and when parked, as proposed by the Examiner, the moving vehicle cannot provide any effective feedback to the e-commerce.

Unexpected Results

10. The applicant respectfully submits that by using the stationary electronic poster to display the recorded poster content through the public network, the instant invention suggest or make any the following distinctive features in addition to the above described distinctive features (i)-(iii).

Low cost - The instant system uses public network. Public network reduces the cost by sharing the network costs among all different users. But the security for public network needs to be enhanced. This system has sophisticated security to prevent unauthorized use of the system. The centralized configuration saves costs. For example, an electronic billboard at Time Square uses a local control center located near the billboard and it cost million US dollars. The instant system allows one control center to control many electronic billboards to save costs. The instant system uses current available technology to save costs.

Increased Revenue – Advertiser can select from one to all displays within the system using system provided zoning schema. This feature allows many advertisers who cannot afford to place their ads on TV, radio and poster to post their ads to the instant system.

Maximum Control – The processes of receiving electronic advertising media, delivering electronic advertising media from central location, and monitoring display activities from central location are verified.

Real Time Performance – The instant system delivers advertising in real time. It delivers electronic advertising media to the display only once from the central location. As time goes, the network speed will increase. When the download speed for each display reaches 2 meg bits per second, MPEG4 movie can be transmitted in real time to support large plasma screen. Therefore, more real time advertising will be demanded from now on. To prevent any network problem, a fault tolerant feature is built in the system to provide reliability in the system.

Flexibility – The system is built to accept various display characteristics and advertiser's criteria. It can serve from one to many displays through a sophisticated zoning design in the system.

Technology – The instant system includes Ad Engine and Display Station Software. All of the software are created with the latest software technology. The ad engine is similar to search engine except it is built for delivering ads to displays. The display software at the display station acts like a person sitting on the display station. The software sends ad requests to ad engine at control center for ads to the station. Both ad engine and display software are working independently. Security is built to make sure right ad engine and display station are correctly linking to each other.

Maximum Adaptability – It can use current technology such as wire and wireless network. It adopts various application software, database and network technology with time such as java, j2EE, SOAP, http, ftp, etc.

11. Applicant believes that for all of the foregoing reasons, all of the claims are in condition for allowance and such action is respectfully requested.

The Cited but Non-Applied References

12. The cited but not relied upon references have been studied and are greatly appreciated, but are deemed to be less relevant than the relied upon references.

13. In view of the above, it is submitted that the claims are in condition for allowance. Reconsideration and withdrawal of the objection are requested. Allowance of claims 1-40 at an early date is solicited.

14. Should the Examiner believe that anything further is needed in order to place the application in condition for allowance, he is requested to contact the undersigned at the telephone number listed below.

Respectfully submitted,



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